THE CLEVELAND MUSEUM OF ART

NEWS

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The Cleveland Museum of Art's Annual Chalk Festival Returns Sept. 16 and 17

Museum Continues Renaissance Tradition Along Wade Lagoon in University Circle

CLEVELAND (Aug. 10, 2006) — The Cleveland Museum of Art (CMA) announces its 17th annual Chalk Festival on **Saturday, Sept. 16,** and **Sunday, Sept. 17, from 11 a.m. to 4 p.m**. Individuals, families, schools and neighborhoods are all invited to participate. The festival will take place along the pathways in the Museum's Fine Arts Garden and meander down to Wade Lagoon.

Admission to the Chalk Festival is **free**, however there is a minimal cost for participation. A large square and a 24-color box of chalk are $15, while a small square and a 12-color box of chalk are $7.50. Participants can sign up when they arrive. Groups are encouraged to pre-register by calling (216) 707-2483 by Wednesday, Sept. 13. Non-paid advance registrations will be held until 1 p.m. Sunday.

CMA's Chalk Festival is inspired by the *I Madonnari* Italian chalk tradition. During the 16th century, beggars, using chalk on the plazas outside cathedrals, copied paintings of the Madonna by Raphael and his contemporaries. With these street painters, called *I Madonnari* (painters of the Madonna), an artistic tradition was born. Today, *I Madonnari* festivals are held annually in Europe, Africa, and the United States. CMA's festival brings this Renaissance tradition to Cleveland.

Participants can create their own masterpieces while working alongside featured chalk artists including Barbara Chira, Tim Haas, George Kozmon, Story Rhinehart, Dante Rodriguez, Jan Stickney and CMA's Artistic Director of Community Arts, Robin VanLear.

Entertainment

During the festival, visitors will be able to enjoy live music by *Blues de Ville* on Saturday and reggae by *DubFlex* on Sunday.

Chalk Workshops

Prior to the festival, a preparatory workshop will be held on chalk artistry. Participants will be able to make chalk using an old world recipe with new world materials. Participants also will learn professional techniques for masking, stenciling, shading and enlarging a picture. Participants can choose one session on either **Sunday, Sept. 10,** from 2 to 4:30 p.m. or **Wednesday, Sept. 13,** from 6 to 8:30 p.m. The workshops cost $25 for individuals and $60 for families, which includes materials and reserves chalk and a square at the festival. Children under 15 must register and attend with someone older. Call (216) 707-2483 to register.

(more)

Sparx in the City

The Chalk Festival is an official Sparx in the City Gallery Hop event. During the festival, a trolley stop will link University Circle and Little Italy for other Sparx in the City Events. Sparx in the City is a civic marketing initiative in Cleveland featuring regional artists as catalysts for stimulating vibrant street life and economic activity. It isn't about just one group, one event, or one neighborhood. Sparx in the City supports a multitude of Cleveland's street-level arts assets in many downtown neighborhoods, thereby promoting Cleveland as the culturally vibrant city that it is.

Parking and Museum Access

As a result of the Museum's renovation and expansion project, parking at the Museum will be unavailable for this year's Chalk Festival. Alternate parking locations include The Cleveland Botanical Gardens, $2 per hour, with a maximum daily rate of $8; the Cleveland Museum of Natural History, $5 flat rate parking, weekdays and weekends; parking garage near Severance Hall on East Blvd., or on the surrounding streets.

The Cleveland Museum of Art is one of America's leading comprehensive museums. Its permanent collection is world renowned for its quality and breadth, spanning 6,000 years. The museum is a significant international forum for exhibitions, scholarship and art acquisitions. For more information on the museum, its holdings, programs, services and events, call 1-888-CMA-0033 or visit www.ClevelandArt.org.

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